

LivePerson Makes Communication Easier with Private Podcasting

Hollie Ellison, Senior Director of Communications at global technology company LivePerson, knew there had to be an easier way than her quarterly-run town halls to communicate internally with their global workforce.

"We wanted to have a way to communicate internally that was on our own employees time. We wanted something they could access easily. Something that was a lighter lift –both from a production standpoint from our internal communications side, as well from an employee standpoint," Hollie said.

LivePerson's town-hall meetings took place around the quarter close, a time that is already extremely busy for the company. With rehearsals, preparing slides and dealing with technical issues, these meetings became too much work for Hollie.

"We just knew there had to be a better way. Being able to rehearse and produce a high-quality event that was akin to the perfection that we hold ourselves to when we present to our customers, prospects and external community... it's really challenging... I [was] there sweating bullets on the controls with our IT team."

It was hard to find a convenient time for everyone to broadcast the town halls and they soon learned that employees were watching the event recordings rather than tuning in during real-time.

When LivePerson's Global Head of Communications turned on a podcast on his commute to work one day, he instantly thought 'why aren't we doing this.' The rest is history. Even for Hollie's one-man team, she finds a podcast program easier to run than the company's past programs.

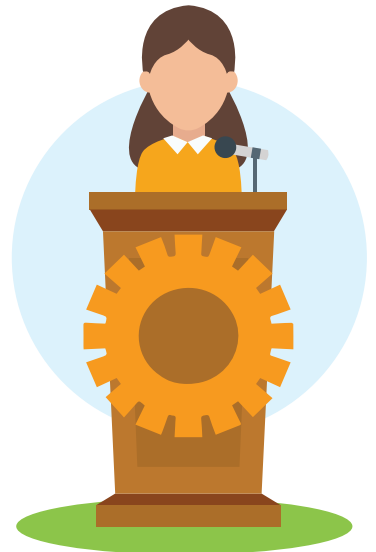
"Anyone who's scared of a podcast being a heavy lift, clearly hasn't had to put together a global live video broadcast across 10 internal offices for a quarterly town hall."



Although podcasting isn't a replacement for all internal communication at LivePerson, it is a great supplement to their current initiatives. Especially during the COVID-19 pandemic, LivePerson employees are bombarded with Zoom meetings and client expectations - podcasting has made their lives easier as now they are able to listen to content on-the-go.

"It's a great supplement to get a little deeper and have discussions around some of these monumental things. Both our company and the world changes so fast - , how do we give people more depth while being quicker in churning [information] out?"

LivePerson currently has 4 podcast shows available to their employees through uStudio. These shows focus on everything from high-level business initiatives to insights and best practices related to recent deal closings.





To get topic inspiration for podcast content Hollie will skim team newsletters, slack channels and distribution lists to see what is going on within offices across the country. She also uses these channels to get information on deal closings and will find new employees to reach out to for podcast interviews.

Her tip—if you are needing podcast engagement within one area of the world, consider hosting a team member from that area for a podcast interview. Hollie claims she hasn't had to twist any arms when it comes to soliciting employee participation.

"I really position it to everyone as a way to standardize and templatize the wins from across the country."

Previously, not every sales accomplishment was getting equal weight. Some employees were writing beautiful write-ups covering their wins, while others were hardly promoting their efforts. And, they couldn't verify who was actually taking the time to read these write-ups. Now, with a simple 20-30 minute conversation, employees are able to get internal exposure, educate others across the country and give credit across teams. Now, LivePerson can make sure to shine some light on not just the usual sales champions and give attention to everyone who deserves it.

Hollie even considers podcasting a lighter lift from the production standpoint as well. She claims filming a 10 minute causal interview via video could have previously been a 40-hour ordeal - from writing the script, to setting up lights, securing a room to film in, etc. With podcasting, she is able to manage the program from the luxury of her own home and is able to turn episodes around easily and quickly.

She was able to purchase equipment and receive some free training from an audio and video store near LivePerson's headquarters. She was able to learn editing basics by watching two, 15-minute tutorials on YouTube on how to put a podcast together.

"I literally just watched two, 15-minute tutorials on how to put a podcast together using GarageBand. I know the basics now and it's fun."

When it comes to looking at uStudio's analytic dashboards, Hollie claims she is "obsessed." Analytics have given her clarity on what information is most valuable to LivePerson's remote and dispersed employees.

"[Analytics] keeps us honest so we don't have our blinders on. I'm positioned in HQ, so it's hard for me to have perspective - the further you go away from the sun, the harder it is to stay connected."

Although LivePerson is still early in their program, Hollie claims it has already reached a level of success.

"I would [say we are successful] if the podcasts were universally viewed as something that's providing additional useful information to help our employees' lives...We just went for it, and it was a lot easier than I would have expected."



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